

Negotiation Training for Buyers

Negotiating means achieving a **balance of interests** between two parties by skillfully identifying the overlap in their requests. This is true for purchasing in the industry as well as before court or between states.

You can learn how to negotiate

Every Euro the Purchasing Department saves is directly affecting net profit of the company. Professional negotiations **between buyers and sellers** therefore require thorough preparation and consequent execution according to established rules, as well as the utilization of available **negotiation power**. The necessary craft to become a good negotiator can be learned.

Training by a senior expert

After many years as a negotiator and purchasing manager in the chemical and semiconductor industry, I am well grounded in this area. In my seminar program the buyer learns in a systematic way **practice oriented negotiation**. Already after the two-day Modul 1, **measurable negotiation success** for the benefit of your company is to be expected.

Benefits already after Module 1

Module 1 trains negotiation essentials and thus creates a basis enabling the buyer to conduct a negotiation relatively soundly and successfully.

Module 2 helps the experienced negotiator to look beyond his own nose and supports him with additional aspects and valuable insights to accomplish his tasks.

Module 3 advises the specialist in additional areas also relevant for negotiations, whose mastering helps to achieve the best possible negotiation result.

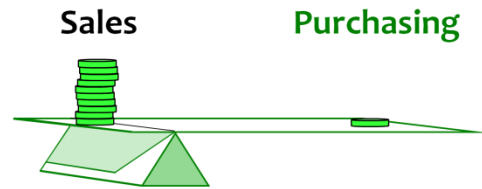


Dr. Guido Wenski
Negotiation trainer
and consultant

Negotiation Training for Buyers

Main focus of the seminar:

Basics for successful conduct of negotiations;
use of leverage in purchasing negotiations;
confident and competent appearance;
success under difficult conditions *and more*



Accomplishment:

I offer company seminars to be carried out in your facilities or in external locations of your choice. The learning objectives are trained with many active elements and are supported by comprehensive training material. Each module covers two training days, and the topics can be combined to your needs. If you wish for other formats and contents – no problem!

Number of participants:

The optimal seminar group consists of 8 to 16 participants, however, smaller or larger attendance is also feasible.

<p>Target Group Module 1 (2 days) functional, tactic and strategic buyers negotiation leaders purchasing managers and directors other participants in negotiations</p>	<p>from the content: <i>strategy, tactics and negotiation power TOOLBOX – the essential negotiation kit NEEDs and WANTs and smart goals "One Face to the Supplier" negotiation controlling</i></p>
<p>Target Group Module 2 (2 days): tactic and strategic buyers negotiation leaders purchasing managers and directors</p>	<p><i>Can hard negotiation yield good results? negotiation via telephone and e-mail verbal counterattacks dirty negotiation tricks appearance and body language</i></p>
<p>Target Group Module 3 (2 days) strategic buyers negotiation leaders purchasing managers and directors</p>	<p><i>How does a salesperson think? essentials in contract law negotiation of capital invest projects psychology and game theory</i></p>

**Do you want more information, or do you want to book a seminar?
Please write or call:**